



FAIRFAX COUNTY PARK AUTHORITY

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For Immediate Release

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Marketing & Communications Pros Honor Park Authority

The Fairfax County Park Authority received numerous honors in the recent MarCom 2007 awards competition. The MarCom Awards is an international competition that recognizes outstanding achievement by marketing and communication professionals. The program is administered and judged by the Association of Marketing and Communications Professionals.

This year was particularly successful for Park Authority publications, videos, marketing materials, newsletters, and media placement efforts. Park Authority staff members received a wide range of accolades including the prestigious Platinum Award given only to the most outstanding entries, the Gold Award, presented to entries judged to exceed the high standards of the industry norm, as well as honorable mentions.

The popular *ResOURces* newsletter was the recipient of two platinum awards recognizing overall quality and photography as well as a gold award for writing. This publication produced quarterly by the Resource Management Division highlights issues pertaining to natural and cultural resource stewardship.

Gold awards were presented to a booklet entitled *Stewardship Basics*, developed by the Resource Management Division and Production Services staff, for use as a natural and cultural resource protection primer for Park Authority employees. The Public Information Office received a media relations award for magazine placement of a photo and cutline about Clemyjontri Park in *Newsweek Magazine*; the July edition of the employee newsletter *Park News* was honored for photography and the Park Services Division new employee orientation video received an award for outstanding internal communications.

Honorable Mentions were presented for feature writing; the Park Authority's 2005-2006 Annual Report, the Park Authority website Online Pass Sales e-commerce storefront and another edition of *Park News* employee newsletter.

More than 5,000 entries were received for this year's competition.

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